



Discover Wisconsin to Feature Specialty Meats

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MADISON – Soon all of us will have the opportunity to discover Wisconsin’s specialty meats industry on the popular program *Discover Wisconsin*. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) invites viewers to tune in March 24 and 25 to see *Discover Wisconsin* feature our state’s livestock producers and specialty meat processors.

“The purpose of this project was to draw attention to Wisconsin’s meat processors who are part of main street businesses across the state,” said Jeff Swenson, DATCP’s Livestock and Meat Specialist. “Our meat processors are craftsman that take pride in their work, and this *Discover Wisconsin* episode is the first of its kind to introduce you to this industry.”

Discover Wisconsin’s host, Emmy Fink, will take viewers from the farm to the processing facility to the dinner table. In this episode, Fink travels Wisconsin as she visits Roth Feeder Pigs in Crawford County and Woodhill Farms in Vernon County to learn more about raising livestock. After she tours the farms, Fink visits Lake Geneva Country Meats in Lake Geneva and Haen Meat Packing in Kaukauna to show the audience meat processing.

“Over 88,000 jobs, directly and indirectly, are related to Wisconsin’s \$12.3 billion meat industry,” added Mike Powers, Division Administrator of Agricultural Development. “It is impossible to separate the events that have shaped our state’s history, culture and economy from the people and craft of specialty meats.”

Wisconsin is home to 289 state-inspected meat processing plants, more than any other state, and over 120 federally-inspected meat facilities. To locate a specialty meat processor near you, use the Specialty Meat Map at <http://datcpgis.wi.gov/SpecialtyMeats/>.

“The specialty meats episode of *Discover Wisconsin* will be extremely entertaining and informative,” concluded Swenson. “Anyone who is interested in Wisconsin agriculture and how their food is produced should be sure to tune in.”

Sponsors of the *Discover Wisconsin* episode on specialty meats include the Wisconsin Pork Association, Wisconsin Beef Council, Wisconsin Association of Meat Processors and the Specialty Meat Development Center.

Check your local television listings for *Discover Wisconsin*. Following the airing on March 24 and 25, the full episode will be available free online at www.discoverwisconsin.com.

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